



File No: 27167-000
S/N: 10/748,710

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Craig Shapiro, et al.

Group Art Unit: 3622

Serial No.: 10/748,710

Examiner: TBA

Filed: December 30, 2003

For: **Payment Systems and Methods for Earning Incentives Using at Least Two Financial Instruments**

Commissioner of Patents
P.O. Box 1450
Alexandria, VA 2233-1450

**POWER OF ATTORNEY APPOINTING NEW COUNSEL
AND CHANGE OF CORRESPONDENCE ADDRESS**

As the assignee of the entire interest of the above-identified application, the undersigned authorized to act on behalf of the assignee hereby revokes all prior powers of attorney and hereby appoints the attorneys associated with **Customer Number 32137**.

Statement Under 37 C.F.R. §3.73(b)

The undersigned authorized to act on behalf of BCD Rewards, LLC., states that BCD Rewards, LLC., a company of Missouri, is the assignee of the entire right, title and interest of the above-referenced patent application by virtue of an assignment from the inventors to BCD Rewards, LLC., which was recorded in the U.S. Patent & Trademark Office at reel 015218, frame 0695, on October 5, 2004.

Change of Correspondence Address: It is hereby requested that the Correspondence Address for this application be changed to the Correspondence Address associated with Customer Number **32137**.

The undersigned is authorized to act on behalf of the assignee.

Date: 6/12/06

DANIEL V. ZIMMERMAN

Typed or printed name

[Signature]
Signature

PRESIDENT
Title